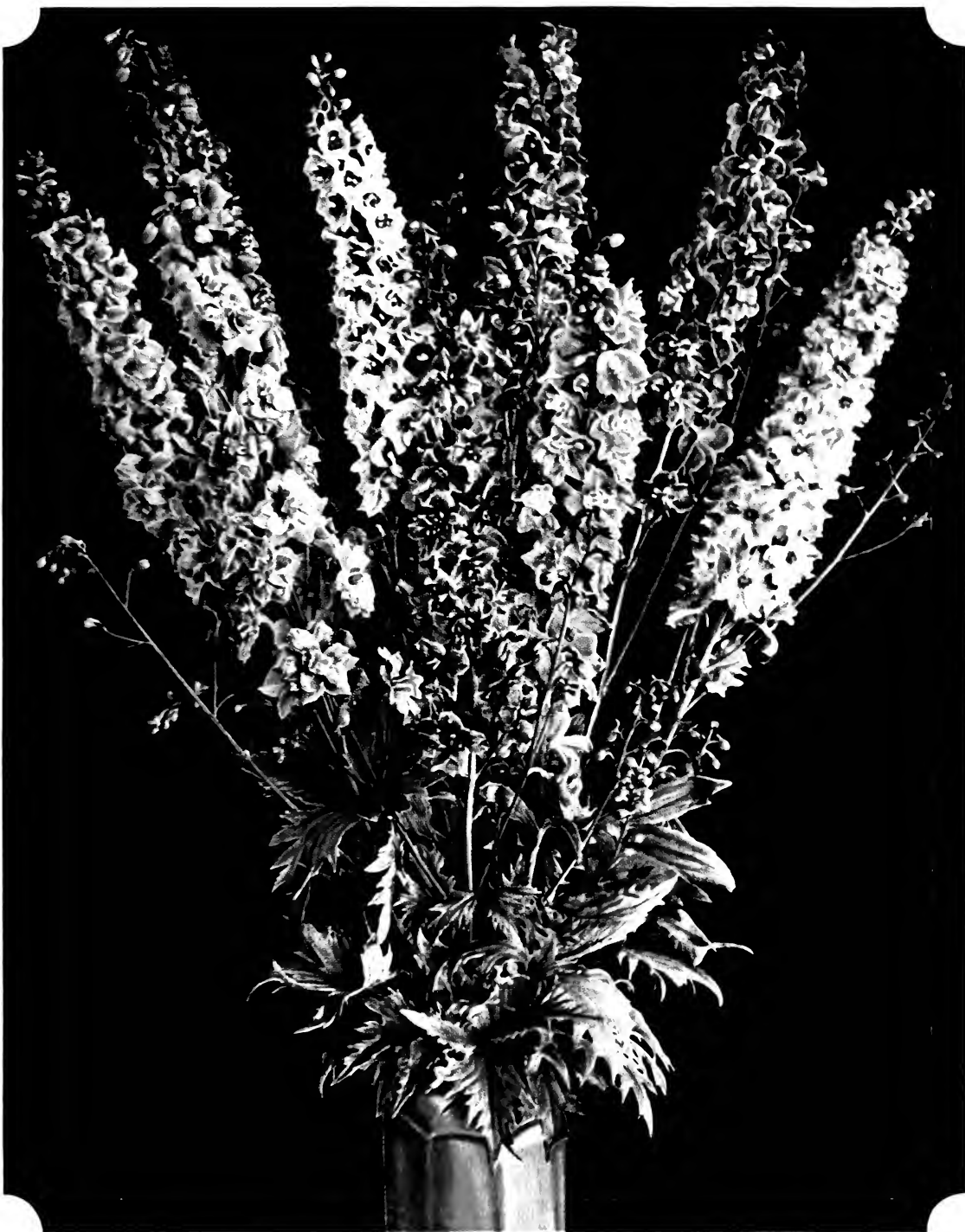


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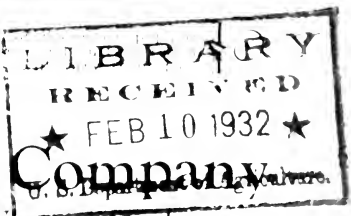
Do not assume content reflects current scientific knowledge, policies, or practices.





#### HYBRID DELPHINIUMS

☞ The tall, straight spikes of Perennial Delphiniums are an ideal and satisfactory garden flower. Excellent for cutting, they lengthen its blooming period to late September, when the sky-blue to deep purple color is at its best.



## William C. Moore & Company

The House of "SQUARE DEAL" Nursery Stock

NEWARK, NEW YORK STATE

# FRUIT *and* FLOWERS

for

## City, Farm and Suburban Homes

Listing a comprehensive selection of practical items  
for the home grounds.

Roses  
Perennials

Trees  
Evergreens

Hedges  
Fruit

Healthy, hardy stock and fair dealings are the principles on which this business was founded.

We feel especially grateful for the confidence and support of those whom we have numbered as our regular customers since we started—also to the thousands whom we have had the pleasure of serving year after year.

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## The ROSES — *For Exquisite Grace and Beauty*



Mme. Butterfly.

### Madame Butterfly

A symphony of white, bright pink, apricot and gold; compared with Ophelia, this derivation is fuller petaled, more prolific, and of greater color appeal. The buds are rich Indian-red, yellow at the base.

A truly beautiful Rose and should be planted in every garden.

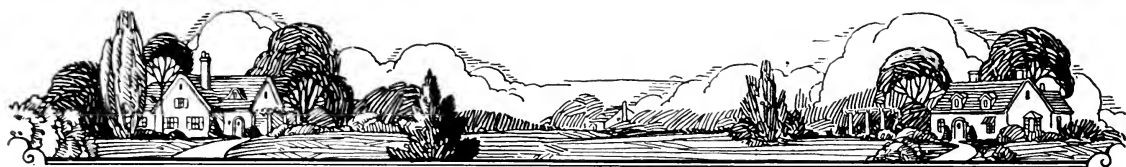
### Sensation Rose

Color an intense, rich, dazzling crimson-scarlet; buds long and well-shaped; flowers good-sized, full, and of delicious fragrance. One of the best of the brighter colored Roses.



Sensation Rose,  
Cuts well,  
retains fragrance.





## The ROSES

### Souvenir de Claudius Pernet Rose

A real sensation. This new yellow has sprung into immediate popularity. A clear, shining sunflower-yellow, without a trace of orange-yellow as found in other roses. The plant grows fully, produces flowers liberally and has attractive shiny green foliage.

### We Offer Vigorous Budded Rose Bushes

No puny little specimens, but Roses that bloom year after year.

### Sunburst Rose

Long lovely buds, which open to large perfectly formed and double flowers of sulphur-yellow makes this one of the most attractive varieties in its color class. Strong plants of spreading habit, quite hardy, but in common with the majority of yellow roses, appreciates protection in cold climates.

We recommend this fine Rose for every garden.



Sunburst.

### Mme. Caroline Testout Rose

Blooms all summer on strong, vigorous plants. The large, rounded flowers are bright satiny rose, with darker center, and edges of petals bordered with soft carmine-pink.



Madame Caroline Testout Rose.



Souvenir de Claudius Pernet Rose.



## The ROSES

### Jonkheer J. L. Mock

This Rose won the grand prize at the International Rose Show held in Paris. Of lovely imperial pink, the flowers are large, produced freely and are highly perfumed.



Jonkheer J. L. Mock Rose.

### Red Radiance

The color is a splendid even shade of clear red without a trace of any other color, retaining its vividness for an unusually long time after being out. It is a remarkable bloomer, being constantly in flower from early spring to freezing weather. This Rose is popular in every garden.

#### STRONG FIELD-GROWN TWO-YEAR PLANTS

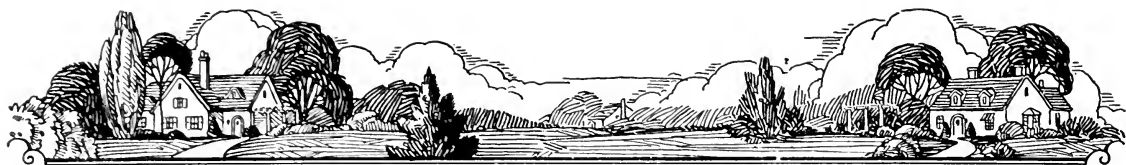
Every bush has bloomed in the nursery.

### Enjoy a Rose Garden

Mass plantings always  
make a beautiful  
display



Red Radiance Rose.



# America's Finest Climbing Roses



Flower of Fairfield. The glory of every home garden.



Crimson Rambler Rose.



Gardenia. A favorite yellow climber.

## Grow More Roses!

### You'll Never Regret It

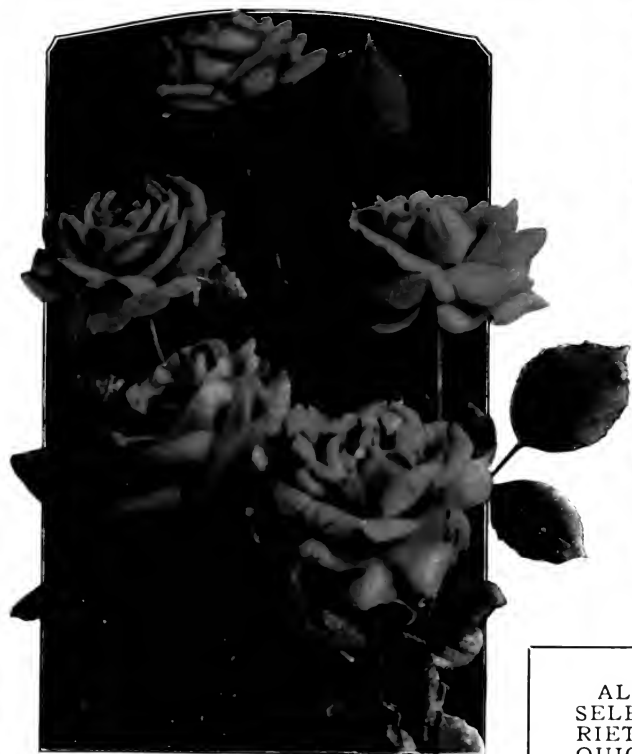
One of the glories of owning a rose garden is the continued joy one gets from caring for and watching these colorful gifts of nature.

All the varieties of Roses offered in this book are practical selections that will, when planted in the spring, commence to bloom in June and follow through 'til frost.





American Beauty Climbing Rose.

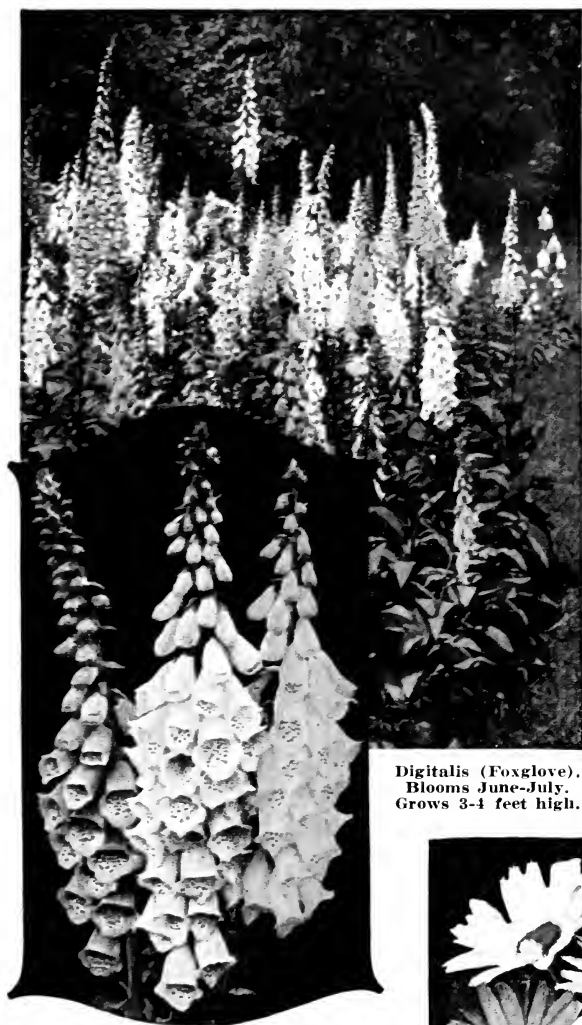


Paul's Scarlet. A new hardy Climbing Rose.



Dorothy Perkins. A wonderful pink variety.

ALL OUR ROSES ARE SPECIALLY  
SELECTED STRONG GROWING VA-  
RIETIES THAT "TAKE HOLD"  
QUICKLY IN NEW LOCATIONS.



**Digitalis (Foxglove).**  
Blooms June-July.  
Grows 3-4 feet high.



**Rudbeckia (Golden Glow).**  
Grows 5 feet high.  
Blooms July-September.



**Pyrethrum (Painted Daisy).**  
Grows 2-3 feet high.  
Blooms July-August.



**Liatris (Gay Feather).**  
Grows 4-5 feet high.  
Blooms July-September.

## Strong Vigorous Plants

Once planted  
will grow year  
after year and  
give a wealth  
of satisfaction



## Hardy Perennials

*for the Garden  
Beautiful*

The judicious selection of perennials will yield a constant supply of flowers for table and house decoration.

### *For Best Results*

Several plants of each variety should be planted in clusters or massed together.



*Aquilegia (Columbine).*  
Grows 2 feet high. Blooms May-June.



*Stokesia Cyanea (Cornflower Aster).*  
Grows 18" to 24" high.  
Blooms July-October.



*Campanula (Canterbury Bells).*  
Grows 2 feet high. Blooms July-August.



## Old Fashioned



**Oriental  
Poppy.**  
Grows 6" to  
12" high.  
Blooms  
April-May.



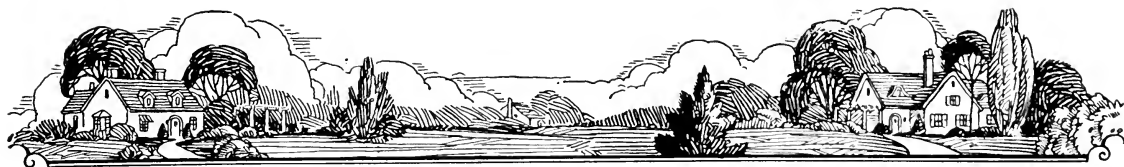
**Hardy Primrose.** Grows 6 to 12 inches. Blooms April.



**Shasta Daisy.**  
Grows 2-3 feet high.  
Blooms July-September.



**Chinese Lantern Plant.**  
Grows 2 feet high. Blooms August,  
followed by orange-red seed pods.



## Hardy Perennials



**Gaillardia** blooms May-November.  
Grows 2 feet high.

Perennials can be planted almost anywhere in beds, borders or by themselves, as a foreground for shrubbery and rockeries



**Tritoma (Red Hot Poker).**  
Grows 2-3 ft.  
Blooms August-September.



**Gypsophila.**  
Grows 2 feet high.  
Blooms June-August.



**Hibiscus (Mallow).**  
Blooms July-August.  
Grows 4-5 feet high.





# PHLOX

Blossoms from August Until Fall  
Excellent for Cut Flowers



**Rijnstroom.**

**Bridesmaid.**

**Beacon.**

One of the very best bedding plants. Good in beds, borders, along paths, and in clumps in shrubbery. These fine varieties are selected for your garden as an outstanding color combination. They will thrive everywhere, get stronger each year, and have no insect enemies. They have a long blooming season and are decorative both in the garden and for cut flowers in the house.

Best results can be obtained by planting in groups of three or more of a variety.



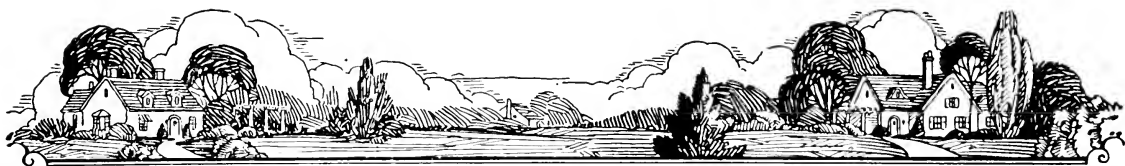
**Champs Elysee.**



**F. G. Von Lassburg.**



**Jules Sandeau.**



**Auratum (Gold-Banded Japan Lily).** For Spring planting.



**Lilium Rubrum.** For Spring planting only.

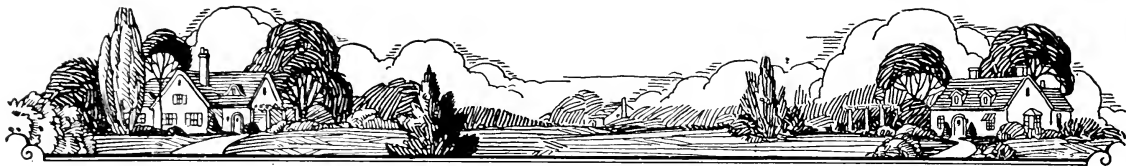
**Garden Lilies—Always plant  
3 or more of a variety for  
best results**



**Regal Lily.** Blooms July. Grows 3 to 4 feet.  
For Fall or Spring planting.



**Lilium Candidum (Madonna Lily).**  
For Fall planting only.



# PEONIES

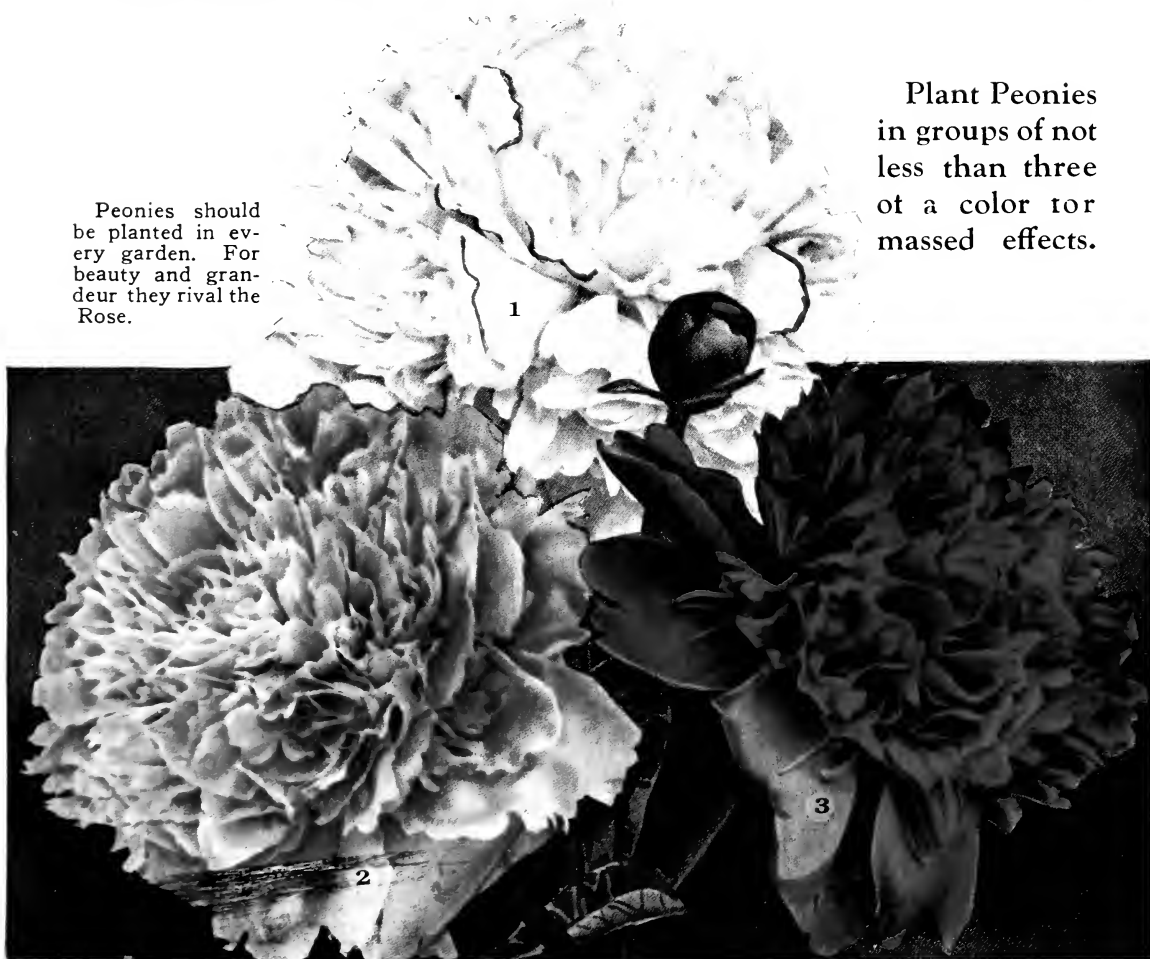
The Peony is a noble flower, with a wealth of gorgeous color combinations, and perfection of bloom. It is perfectly hardy without protection. It is not troubled with insects, pests or disease and once planted takes care of itself, increasing in size and beauty each year. No other flower is better adapted for large, showy bouquets.

*All our Peonies are carefully selected as first-class specimens of unusual merit.*



Peonies should be planted in every garden. For beauty and grandeur they rival the Rose.

Plant Peonies in groups of not less than three of a color for massed effects.



No. 1, White Peony. No. 2, Pink Peony. No. 3, Red Peony.





## Evergreens for Beauty

Their deep rich tones enhance the beauty of your summer garden and furnish the winter's solitary bit of cheer.

Every Evergreen before leaving our nursery, is balled and burlapped around the roots.

### AMERICAN ARBOR-VITAE

A beautiful native tree commonly known as White Cedar, is especially valuable for foundation planting, for hedges or screening sections of the home grounds.

### PYRAMIDAL ARBOR-VITAE

A tall slender column of dark green, resembling Irish Juniper in growth, which retains its color throughout the long winter months.

### GLOBE ARBOR-VITAE

A distinct globe-shaped hardy specimen. Fine for entrance and in front of windows. Dwarf habit; grows round like a ball.



Pyramidal Arbor-Vitae.



Globe Arbor-Vitae.

American Arbor-Vitae.



### NORWAY SPRUCE.

An elegant tree, extremely hardy and lofty. Rapid grower. Fine as a specimen for the lawn, or planted in groups.



### JUNIPER PEITZERIANA.

Very picturesque, plumelike branches, of distinct steely blue-green, with irregular habit of growth. Especially useful as foundation planting, or beside the steps.



# Ornamental Flowering Trees for the Lawn



Bechtel's Crab. Height 15 feet. Blooms May.

## Bechtel's Flowering Crab

This is the popular native American tree everyone loves. Has a double, large pink and fragrant flower. Blooms in May, growing to an ultimate height of 15 feet.

## Prunus Triloba (Double-Flowering Plum)

A charming tree of vigorous growth. Very early in the spring, before its leaves appear, the whole tree is decked in a fleecy cloud of very double light pink blossoms. Its effect on a still leafless landscape is magnificent. Blooms in May and grows to an ultimate height of 15 to 20 feet. Very hardy and grows everywhere satisfactorily.

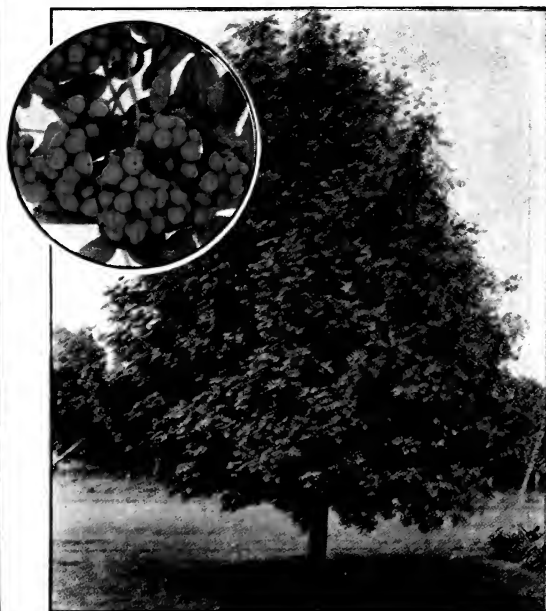
## Prunus Pissardi (Red Foliage) (Purple-leaf Plum)

Foliage is a beautiful reddish purple, and in May tree is covered with a gorgeous mass of pink blossoms. No other red-leaved tree or shrub retains its color like this variety. For best results, plant a clump of three trees. Contrast is unusually effective on a green lawn or planted among other flowering shrubs. Ultimate height 10 to 12 feet.

**Strong, Sturdy Specimens Ready to  
Take Hold Quickly in New  
Locations**



Prunus Triloba (Pink Double Flowering Plum).  
Ultimate height 15 to 20 feet. Blooms May.



## MOUNTAIN ASH.

Grows 20 to 30 feet in height. Has white flowers in May or June followed by scarlet berries until Christmas.



## Ornamental Trees

Shade trees are the most important items of planting and the most difficult to alter if incorrectly planted.

Try to frame the house between the trees, so as not to obstruct the view of the house from the street.



**CATALPA BUNGEI** (Umbrella Tree)

Grows 6-8 feet high. Large leaves and umbrella shape. Plant in pairs, one on either side of the walk. Fine for border plantings or along driveways in private estates.



**AMERICAN ELM.**

Grows 60 to 80 feet in height. Large spreading top; a fine street tree.



**SILVER MAPLE.**

Grows 40 to 50 feet high. Its silvery gray bark is attractive in summer and winter. Its leaves are deeply cut, a soft, light green above, and with a silvery sheen beneath, taking on golden tones in the Autumn.



**Prunus Pissardi** (Red Foliage).



# FLOWERING SHRUBS *For the Garden Beautiful*



Honeysuckle. (Red Tartarian).  
Grows 6-8 feet high. Blooms May.



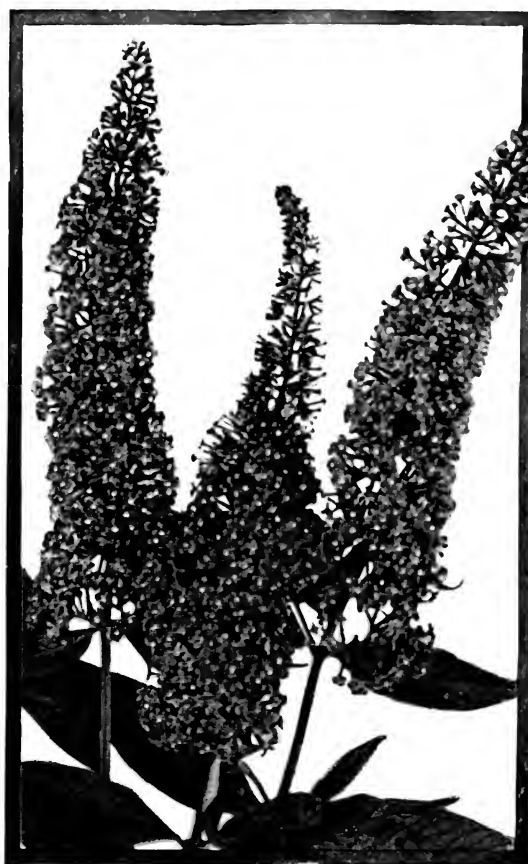
Syringa, Virginal. (Double Flowering).  
Ultimate height 5 feet. Flowers twice a season.



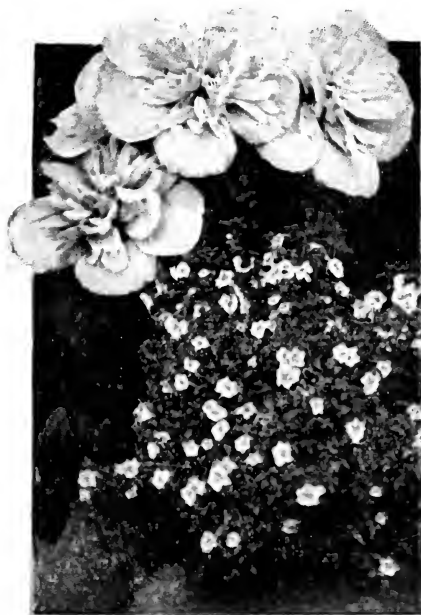
New homes nowadays generally get attractive plantings. Folks realize they are as essential to appearance as draperies and curtains inside. Yet many older homes remain unattractive because of the lack of a simple inexpensive planting.



**Red-Leaved Japanese Barberry.**  
Grows 3 to 4 feet high.



**Buddleia (Butterfly Bush).**  
Ultimate height 5 feet. Blooms June-September.



**Althea, Rose of Sharon.**  
Ultimate height, 4 to 6 feet.  
Blooms August-September.



**Snowberry.**  
Ultimate height 5 feet. Blooms in July.  
Berries in Fall.

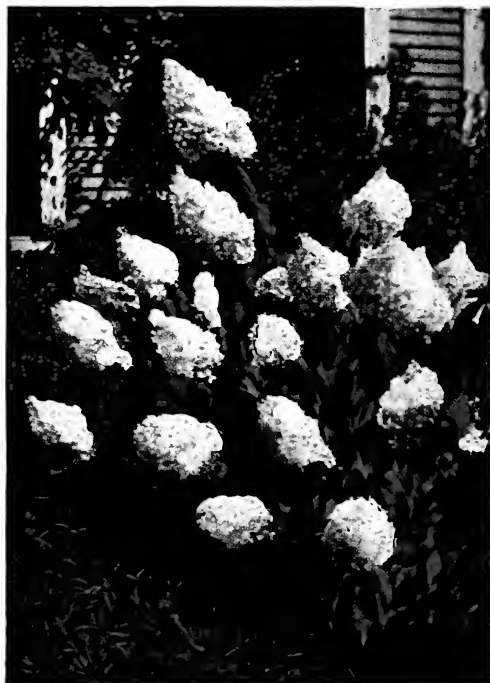




# Practical Flowering Shrubs



Weigela Eva Rathke, Blooms June.  
Ultimate height, 5 to 6 feet.



Hydrangea P. G. White, fading to pink.  
Ultimate height, 3 to 5 feet.  
Blooms August-September.

Best results are obtained by planting in groups providing blooming shrubs from April until frost.



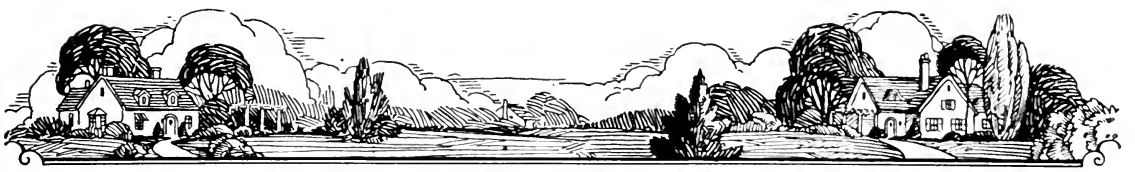
Golden Elder.  
Blooms June.  
Grows 5-7 feet.



Almond Double Flowering Pink.  
Blooms May.  
Grows 5 feet high.



Forsythia (Golden Bell).  
Blooms April.  
Grows 7 feet high.

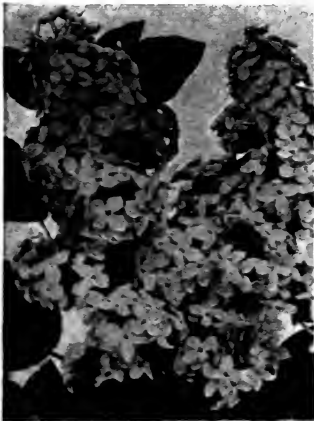


**T**HESE shrubs are the most popular and effective varieties to transform your back yard into a charming and restful outdoor living room, the very shrubs that screen the bareness of your home's foundation will lend charm to the front entrance and provide pretty borders and accent corners to the yard.



*Spiraea, Thunbergii.* Ultimate height, 3 to 4 feet.  
Blossoms white. Blooms May.

*Spiraea Anthony Waterer.*  
Blooms July. Ultimate height 3 feet.



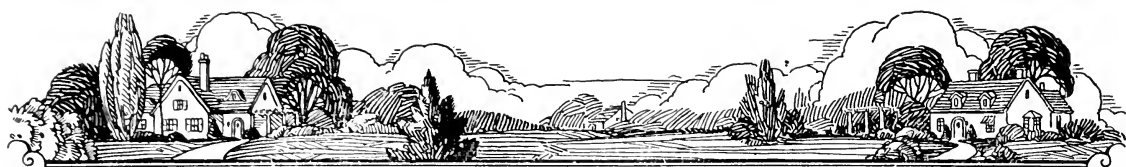
*Lilac, Purple.*  
Blooms May-June.  
Ultimate height 8 feet.



*Spiraea Billardii.*  
Blooms July.  
Ultimate height 5 feet.



*Deutzia, Pride of Rochester.*  
Ultimate height, 3 to 5 feet.  
Blooms June.



## Plant a Group of Flowering Shrubs

To hide the bare foundation wall of the house—to provide screens for the garage or hide an ugly building or to frame the rear garden, nothing is quite so satisfying as to plant a group of these fine flowering shrubs.

## Spirea Van Houttei

Fine for planting singly or in groups, or for hedging.

Ultimate height, 8 feet. Blooms in May.



New Korean Spirea. Blooms May.

## Korean Spirea (*Spirea Trichocarpa*)

This splendid new shrub is enthusiastically acclaimed the finest spirea yet discovered. It is strong-growing, attaining a height when matured of 4-6 feet, forming a large globe-shaped bush, which is covered with large, round clusters of white flowers.

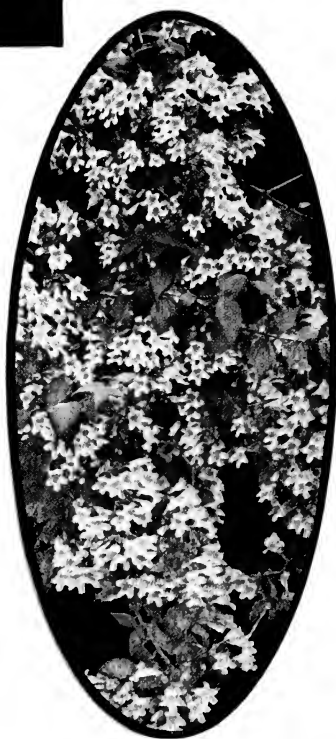
## Two New Shrubs from China

### Beauty Bush

(*Kolkwitzia  
Amabilis*)

Blooms June-July. This extremely handsome shrub discovered in central Asia, is one of the finest new varieties we have seen. It attains a height of 6-9 feet, is perfectly hardy and the long, arching branches are covered with clusters of small tubular or trumpet-shaped flowers borne in such profusion that the bush is one cloud of delicate pink with the gracefully drooping branches.

Every shrub is strong rooted and ready for transplanting.



Beauty  
Bush.





## VINES

*That Cling and Creep*



*Wisteria.*  
The aristocrat of the vines.  
Blooms May.



*Honeysuckle.*  
An old favorite.  
Blooms June-September.



*Matrimony  
Vine.*  
Blooms  
June-  
September.



*Clematis Paniculata.*  
A splendid climbing vine.  
Blooms September-October.



*Silver Lace Vine.* Blooms August.

Climbing vines add color  
and an air of coziness to the  
porch and transform un-  
sightly fences and buildings  
into things of beauty.



# Living Hedges for Permanency



A Barberry Thunbergi hedge fence. Compared with a wire or wood fence, costs less, requires no painting, no repairs, provides food and nesting places for birds, and grows more beautiful and valuable every year.

## Thunberg's Barberry

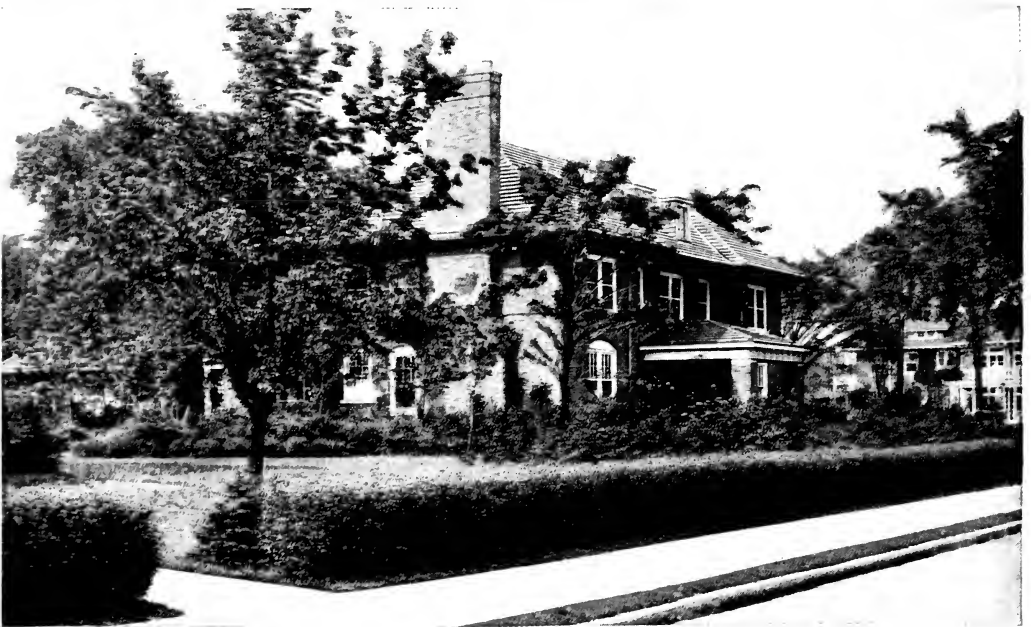
The best of all hedges for low, informal effects, growing to three or four feet. It stands shearing well, however, and may be made a very beautiful formal hedge. Also makes a tight, but low defensive hedge. The foliage is very fine, in the autumn taking on gorgeous coloring and the berries are red and attractive. For formal hedges plant one foot apart. For informal hedge plant two feet apart.

Use Amoor Hardy Privet where winters are severe.  
Use California Privet where winters are milder.

## Privet

A popular plant for hedges. It is upright and stiff in habit of growth. Foliage oval and dark green. When untrimmed will attain a height of six to ten feet. It is most attractive when trimmed to a lower height. May be planted in single rows, one or two feet apart, and trimmed to any shape desired.

The most beautiful hedges are planted in two rows eight to twelve inches apart. The plants twelve to eighteen inches apart are staggered.



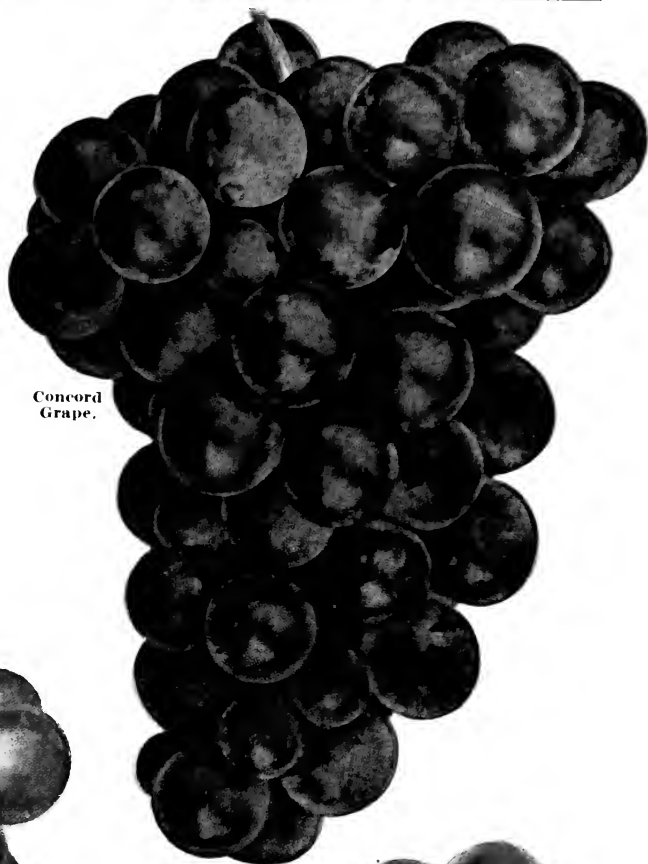
Privet Hedge.



*Plant  
Grape Vines  
for Arbors,  
Fences and  
Pergolas*

---

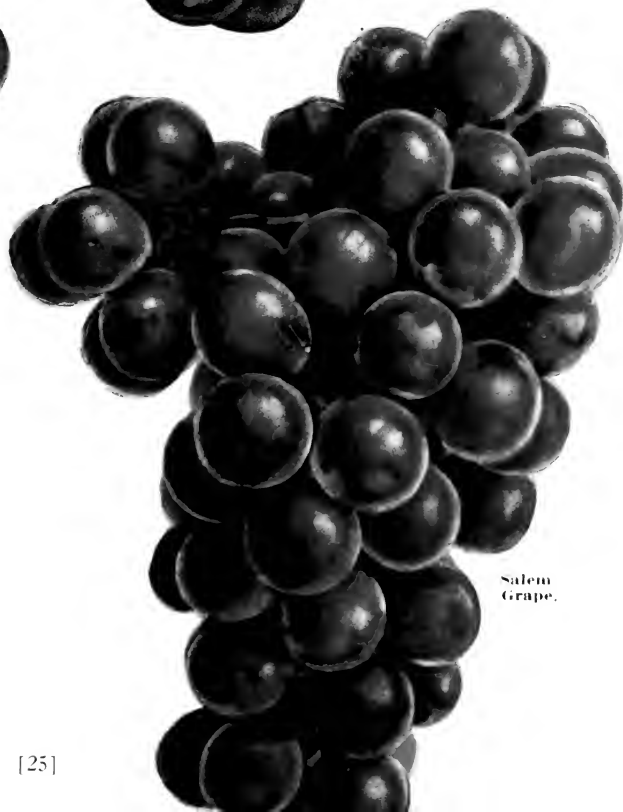
For a variety of this  
delicious fruit we  
advise planting in  
groups of not less  
than 3 of a variety



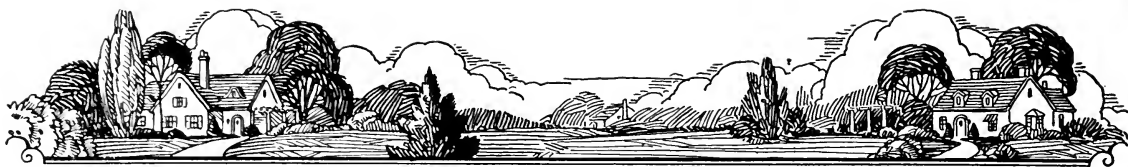
Concord  
Grape.



Niagara  
Grape.



Salem  
Grape.



## Grow Peaches for Eating and Canning

---

Plant one each of  
these three varieties  
for best results



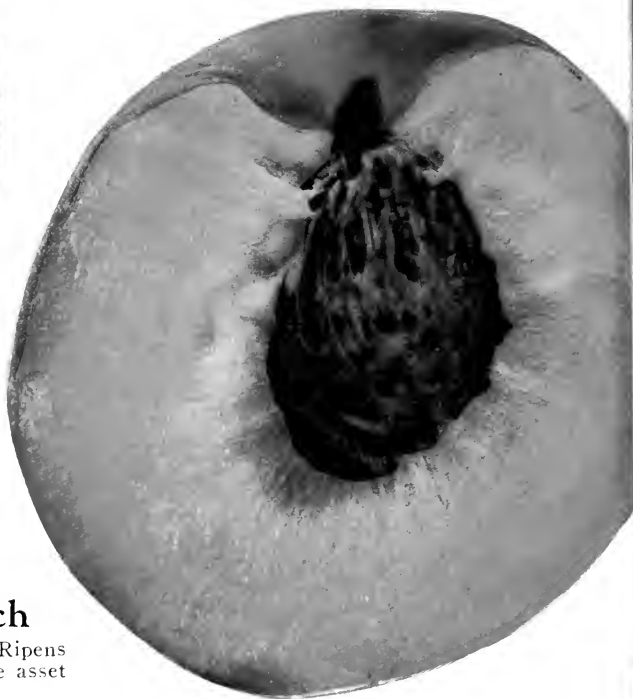
### Rochester Peach

Freestone. Ripens 2 weeks ahead  
of Early Crawford. Hardy and out-  
standing in flavor and appearance.



### Carman Peach

White; nearly freestone. Rip-  
ens August. Juicy, tender and  
sweet.



### Elberta Peach

Yellow freestone. Ripens  
September. A valuable asset  
to every fruit garden.



# Home Garden Apple Group



**Delicious Apple**

Large, conical shape. Sells at high prices.  
In season November-May.

All Our Trees Are  
Strong and Vigor-  
ous Rooted



Grimes Golden Apple.



**McIntosh Red Apple**

In season November to April. A very hardy variety, deep red color. The flesh is very tender and delicious.

## These Fine Apple Trees

will give you an abundance of fresh fruit and are the best varieties for your garden.

Plant 3 trees or more for best results.



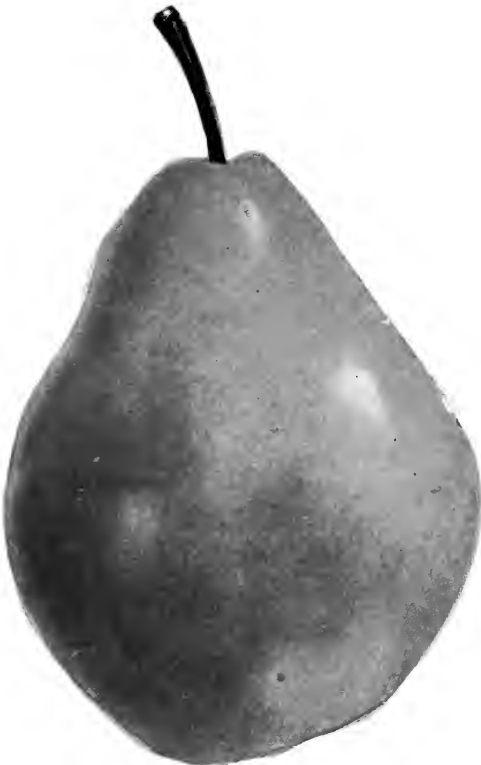
# PEARS

Three trees  
that will  
produce  
abundantly

Plant  
in groups of  
three for best  
results



**Seckel Pear.**  
Ripens September-October.  
Fine for canning and pickling.

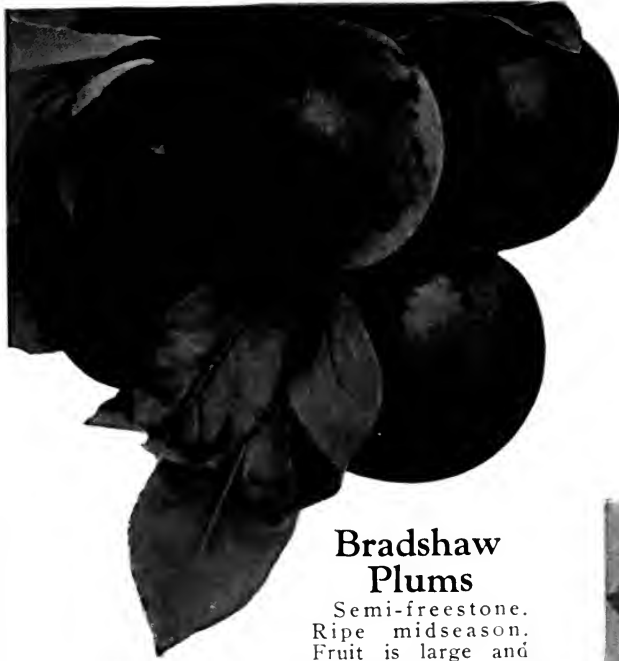
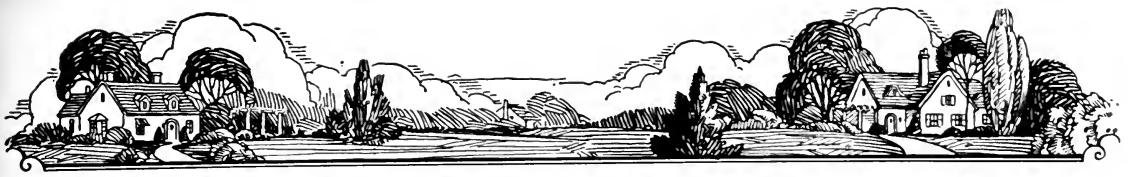


**Clapp's Favorite Pear.**  
Ripens August-September.  
Rich and delicate; produces the  
finest of Pears.



**Bartlett Pear.**  
An old favorite.  
Ripens August-September.  
Very juicy; excellent flavor.





### Bradshaw Plums

Semi-freestone.  
Ripe midseason.  
Fruit is large and  
juicy, tender, sweet  
and fine for eating  
and canning.



### Italian Prune (Or Fellenberg)

It is fine for eating, stewing or  
cured. Season late and short. Keeps  
and ships well. Hardy and pro-  
ductive.

## PLUMS

should be planted  
together for polleni-  
zation purposes—  
two or three differ-  
ent varieties

For best results, we  
recommend three  
varieties shown  
on this page

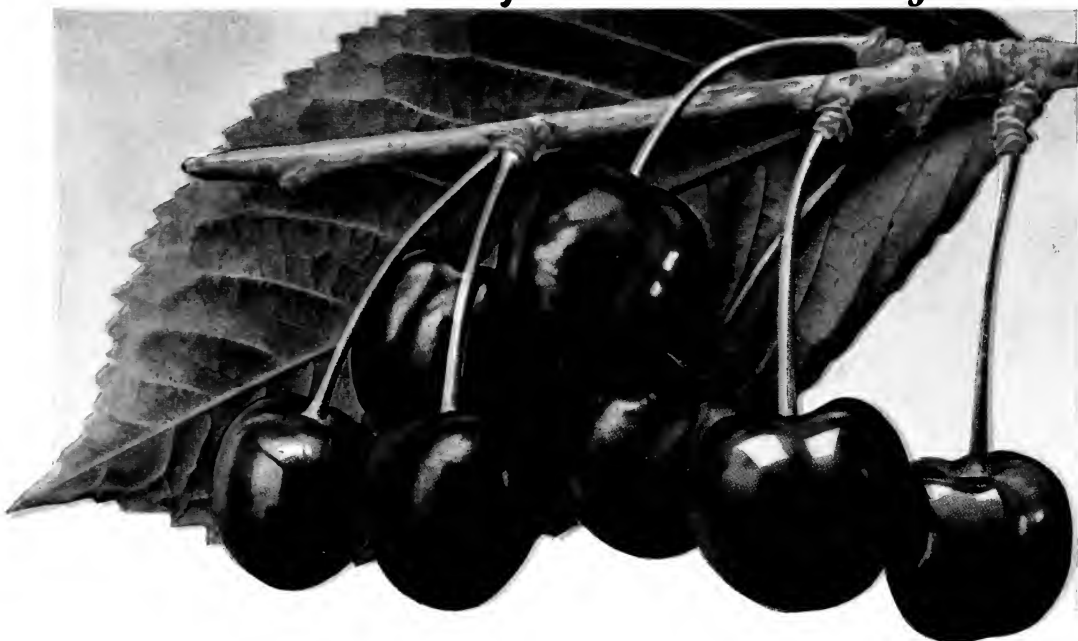


### Abundance Plums

Ripens August or early September.  
Juicy, sweet, bears very regularly and  
heavily. Semi-freestone.



## CHERRIES for The Home Garden



### Two Fine Cherry Trees

#### for the Fruit Garden

Every home owner should have a few trees for his own back yard. Excellent for shade and do well when grown near the house.

Strong, Vigorous  
Trees

### Schmidt's Bigarreau

Ripens middle of July. A large, sweet cherry; very good; especially good flavor. Very dark in color with dark flesh.



### Large Montmorency

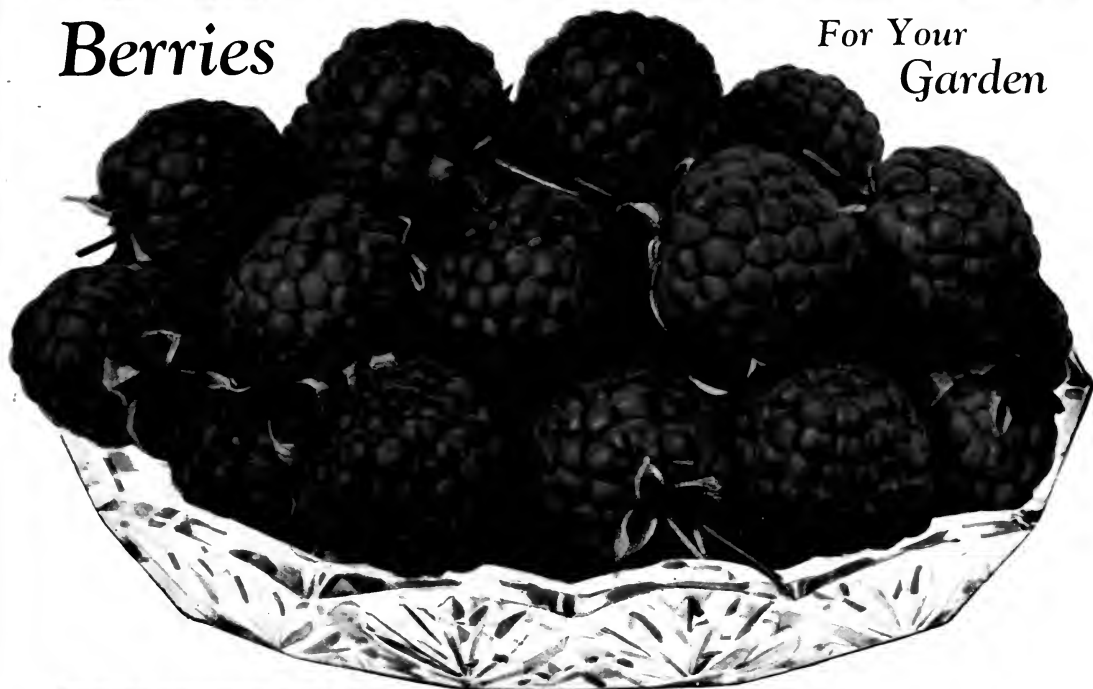
Ripens late June. The leading sour cherry, unexcelled for pies and canning. Of dwarf growing habit. Medium to heavy bearer. Bears unusually young.





# Berries

For Your  
Garden



## Latham Red Raspberries

Considered one of the best Raspberries. Heavy bearer, large, round and beautiful red color. A quick seller on the market.



Berries take  
very little room  
in the garden.

Plant a half  
dozen of each  
for best results.

Enjoy the  
ripened fruit for  
eating and can-  
ning.



## Cumberland Black Raspberries

Early, good size, firm berries  
Dependable and popular.

## Eldorado Blackberries

Large full clusters of evenly  
ripened fruit. Very productive.

# Rose Beauty Group

*Will Bloom From Summer Until Frost*



No. 6.

**E**VERY rose on this page has already bloomed in the nursery row. We recommend these six fine Hybrid Tea Roses as outstanding in loveliness and satisfaction.

## Rose Beauty Group

1. *Columbia.*
2. *Kaiserin Auguste Viktoria.*
3. *Etoile de France.*
4. *Los Angeles.*
5. *Francis Scott Key.*
6. *Etoile de Hollande.*



Enjoy the beauty of a select Rose Group. Once planted these thrifty and hardy Roses will give an abundance of flowers and a wealth of satisfaction year after year.